

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

| | | | |
|------------|---|-----------|---------------|
| Applicant | : Koningstein | Art Unit | : 3688 |
| Serial No. | : 10/748,682 | Examiner | : Khanh H. Le |
| Filed | : December 31, 2003 | Conf. No. | : 1976 |
| Title | : SYSTEM AND METHOD FOR DELIVERING INTERNET ADVERTISEMENTS THAT CHANGE BETWEEN TEXTUAL AND GRAPHICAL ADS ON DEMAND BY A USER "MORPHING ADS" | | |

MAIL STOP RCE

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT ACCOMPANYING RCE AND IN
REPLY TO OFFICE ACTION MAILED OCTOBER 16, 2009